



## Customer Booking Behavior Analysis Report

### Objective:

Analyze the dataset to identify trends and patterns in customer booking behavior. The report will provide insights into factors such as booking lead time, trip types, sales channels, and customer preferences like extra baggage, preferred seats, and in-flight meals. The goal is to provide actionable recommendations to improve customer experience and optimize sales strategies.

Author: Abu Sufian Munna  
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## SUMMARY OF KEY FINDINGS

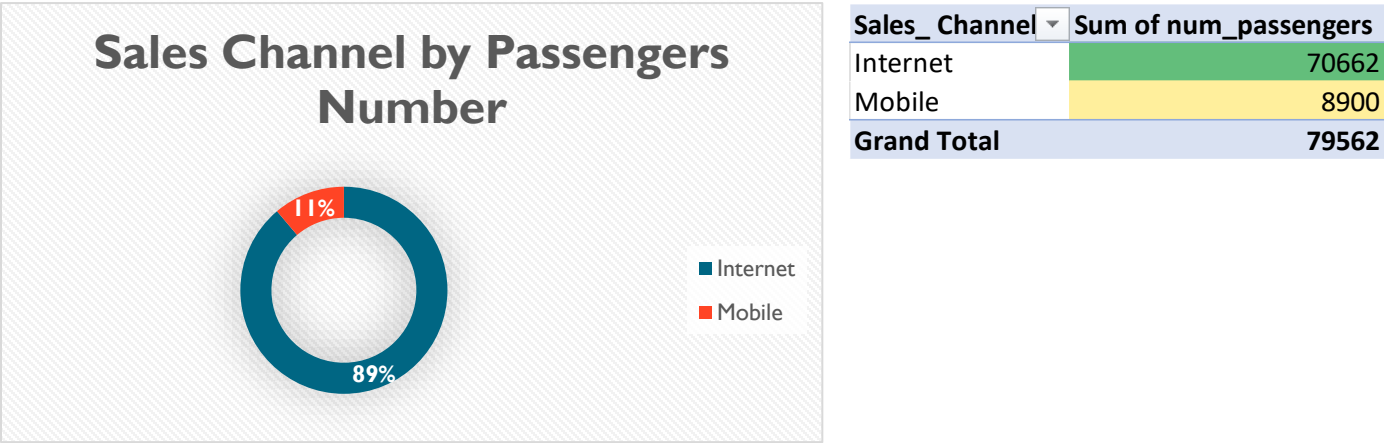
The analysis revealed that the most popular sales channel is the internet, with a significant number of bookings occurring online. Round trips are the preferred trip type among customers. When it comes to customer preferences, extra baggage is the most sought-after option (33,439 requests), followed by in-flight meals (21,357 requests) and preferred seats (14,848 requests). Additionally, the impact of booking lead time on completion rates is evident, with higher completion rates observed during late night to evening hours on weekdays.

## BOOKING TRENDS ANALYSIS

This report presents an analysis of booking patterns across different sales channels, trip types, and booking origins. The data was collected from a comprehensive travel dataset, focusing on identifying key trends that influence customer booking behavior.

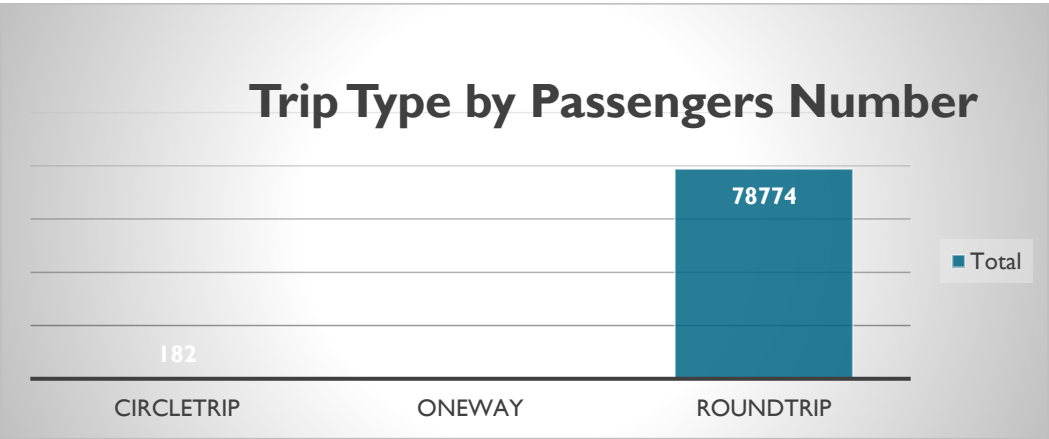
### SALES CHANNEL ANALYSIS

The analysis shows that the internet is the most popular sales channel, accounting for 89% of bookings. This trend highlights the growing importance of online platforms in the travel industry.



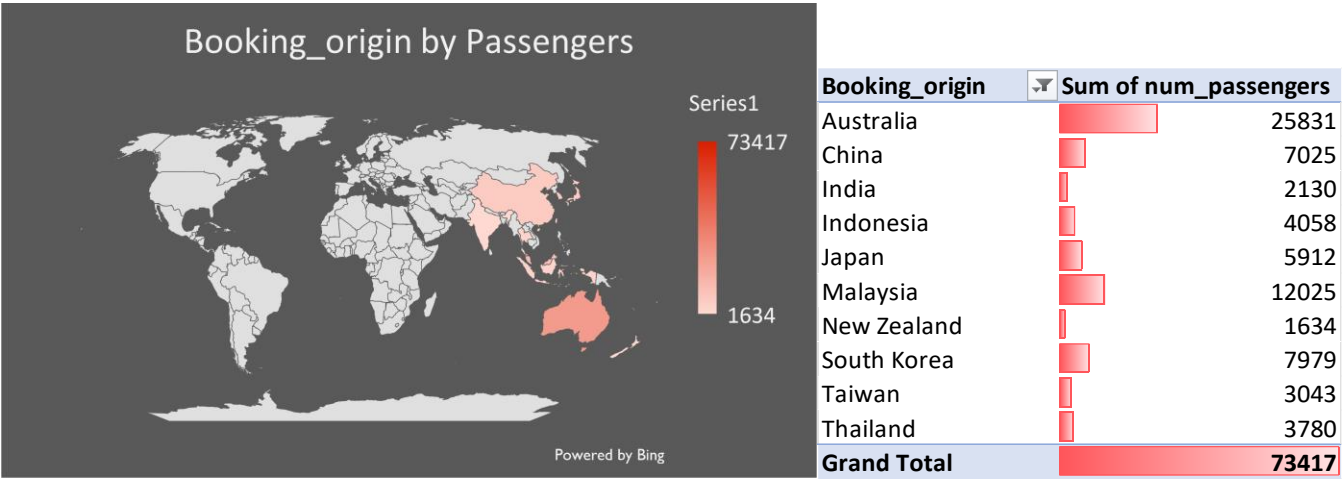
### TRIP TYPE ANALYSIS

The data indicates that round trips are the most preferred trip type, followed by one-way trips. This suggests that customers tend to plan their return journeys ahead of time.



BOOKING ORIGIN ANALYSIS

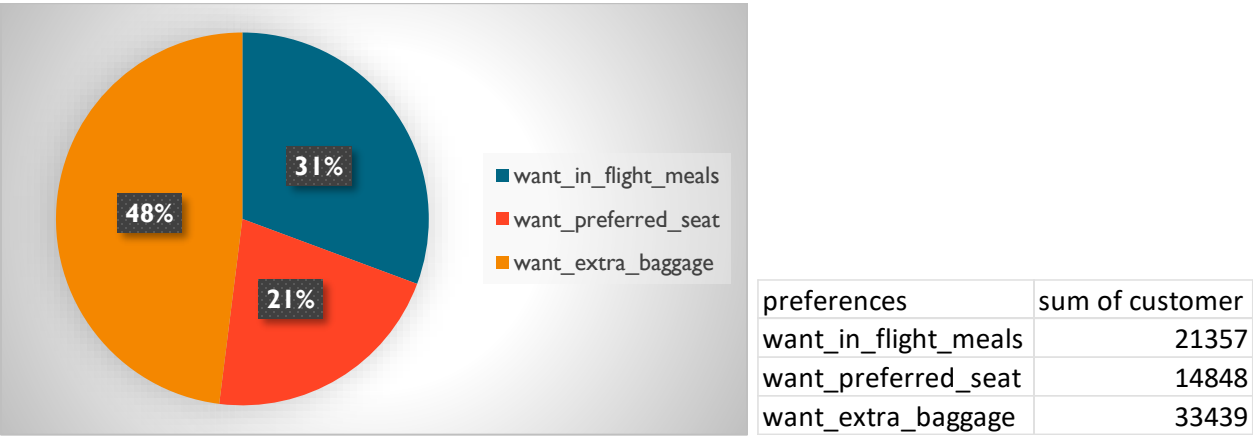
Booking origins reveal top 10 customer base, with Australia leading, followed by Malaysia, South Korea, and China. This Asia-Pacific focus highlights our strong presence in Australia and growing appeal in key Asian markets. The diverse geographical spread suggests the need for tailored, region-specific marketing strategies to maximize our international reach and capitalize on emerging travel trends in these countries.



CUSTOMER PREFERENCES ANALYSIS

Understanding customer preferences is crucial for tailoring services to meet their needs. This section analyzes customer preferences for extra baggage, preferred seats, and in-flight meals.

The data reveals that extra baggage is the most sought-after preference, with 33,439 customers selecting this option. In-flight meals are also popular, with 21,357 requests, followed by preferred seats, chosen by 14,848 customers. These preferences indicate key areas for enhancing customer satisfaction.

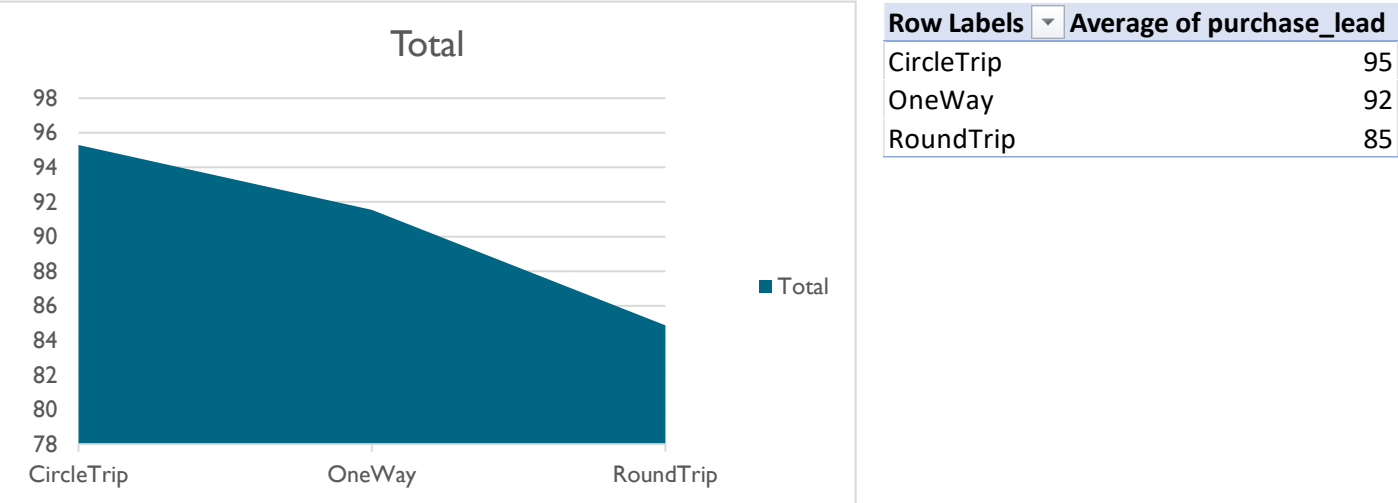


Catering to these preferences can significantly improve customer satisfaction and loyalty, making them key focus areas for service enhancements.

## BOOKING LEAD TIME AND STAY DURATION

The timing of a booking and the length of stay are critical factors that can influence a customer's decision to complete a booking. This section examines the impact of purchase lead time and stay duration on booking completion rates.

The analysis indicates that booking completion rates are higher when bookings are made during weekdays, particularly during late-night to evening hours. This suggests that customers are more likely to complete bookings made closer to the travel date.



This chart shows the number of days between travel date and booking date.

Understanding these trends can help in optimizing booking strategies, particularly by targeting customers with timely offers as their travel date approaches.

## IMPACT OF FLIGHT DETAILS ON BOOKING BEHAVIOR

Flight specifics, such as duration, day of the week, and departure hour, play a vital role in customer booking decisions. This section explores how these factors influence booking behavior.

Count of booking_complete		flight hour																								
Flight day		0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Grand Total
Mon		248	306	418	447	464	454	492	467	558	541	517	534	531	543	463	354	231	121	62	27	52	57	88	127	8102
Tue		259	336	396	390	443	424	472	484	452	495	493	488	486	478	451	355	240	101	55	43	37	52	92	151	7673
Wed		229	337	411	408	420	455	459	470	470	515	471	506	494	503	429	353	195	98	60	41	40	60	101	149	7674
Thu		233	297	386	420	413	422	444	483	502	465	437	481	511	451	409	326	218	114	54	33	41	64	71	149	7424
Fri		224	316	409	326	398	406	471	457	466	400	416	381	382	386	355	286	190	107	53	47	29	53	78	125	6761
Sat		167	264	354	349	351	337	351	364	350	326	360	313	317	328	294	242	214	157	81	43	32	45	59	114	5812
Sun		179	233	268	315	354	353	361	401	367	390	391	407	442	412	432	318	269	163	74	61	45	58	90	171	6554
Grand Total		1539	2089	2642	2655	2843	2851	3050	3126	3165	3132	3085	3110	3163	3101	2833	2234	1557	861	439	295	276	389	579	986	50000

These insights suggest that optimizing flight schedules around customer preferences could enhance booking rates and overall customer satisfaction.

## RECOMMENDATIONS

Based on the analysis conducted, the following recommendations are proposed to optimize sales strategies and enhance customer satisfaction.

- **Leverage Online Sales Channels:** Continue to prioritize and enhance the internet booking experience, as it is the most popular sales channel.
- **Target Marketing for Round Trips:** Given the popularity of round trips, consider offering bundled services or discounts to attract more round-trip bookings.
- **Customize Offers Based on Lead Time:** Implement targeted marketing campaigns aimed at customers who book closer to their travel dates, particularly during high conversion times (late night to evening on weekdays).
- **Optimize Flight Schedules:** Adjust flight schedules to align with customer preferences for mid-day, mid-week travel to increase booking completion rates.
- **Enhance In-Flight Service Options:** Given the strong demand for extra baggage, in-flight meals, and preferred seating, consider promoting these services more prominently in booking interfaces.

Implementing these recommendations can lead to increased booking rates, higher customer satisfaction, and ultimately, improved revenue performance.